



Resources for CA Public Agencies

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Presentation Overview

- Why Develop a Green Building Program?
- Who is Build It Green?
- Programs & Services
 - Technical Assistance
 - Training
 - Consumer Marketing & Outreach
 - Resources
- Public Agency Council
- Build It Green Membership

Why Develop a Green Building Program?

■ Increased Development!

- Addition of 220,000 housing units annually in CA between now & 2020 (3.3M homes over 15 yrs.)

■ Significant Impacts on Municipal Infrastructure

- Energy
- Waste
- Water
- Transportation
- Air Quality

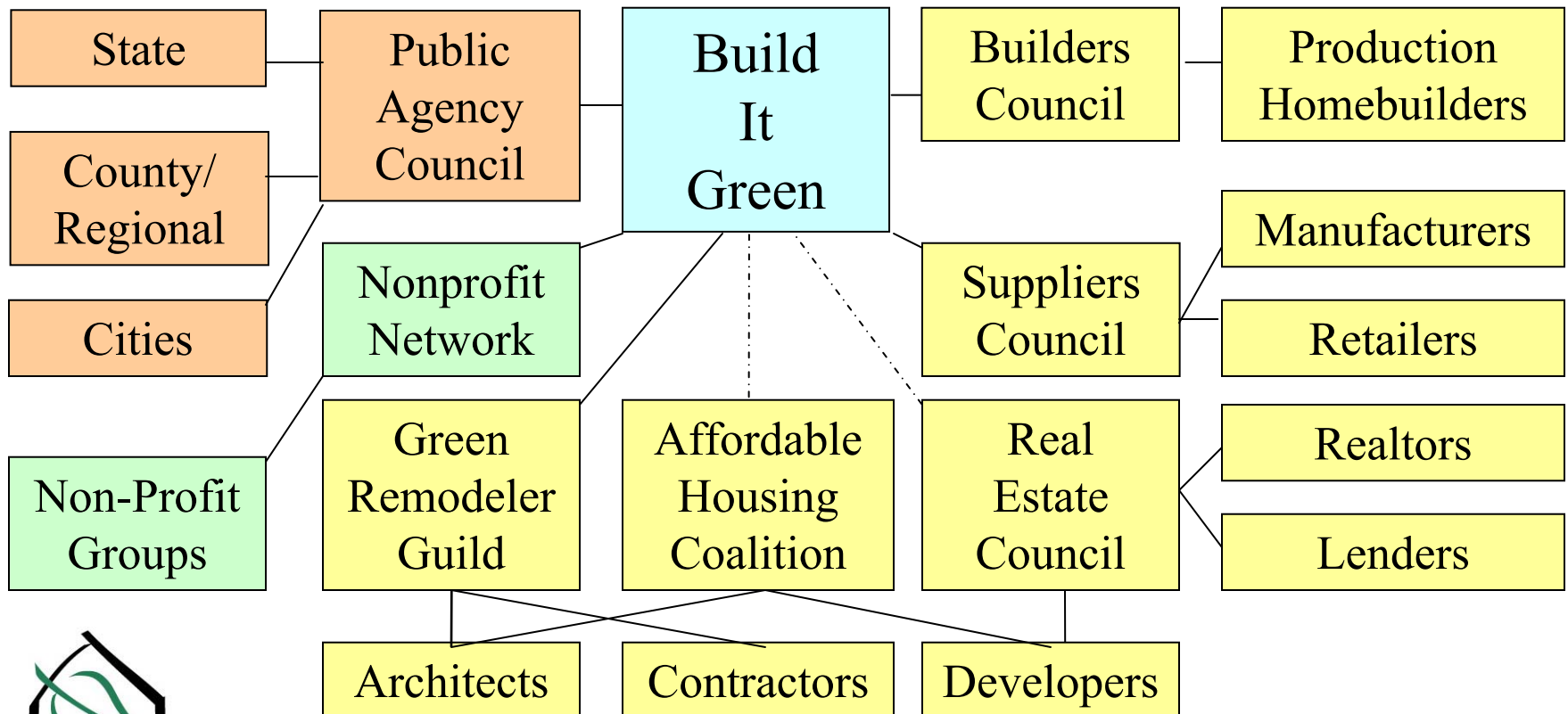
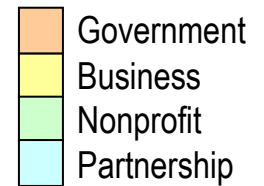
■ Green Building Provides Tangible Solutions to Help Communities Thrive & Prosper

Who is Build It Green?

- Professional non-profit organization
- Dedicated to transforming the building industry in CA by expanding the market for buildings which are:
 - Healthy
 - Energy Conserving
 - Resource Efficient
- Diverse membership of building industry stakeholders
- Central source for trusted unbiased information
- Provides technical assistance, training, & public education

Build It Green Councils & Guilds

KEY:



Build It Green's Goals

- Promote collaboration of major stakeholders to increase supply of green buildings in CA
- Raise consumer awareness about benefits of green building to increase demand
- Train building professionals to build green
- Provide central location for trusted unbiased information

Technical Assistance

Ask An Expert Hotline

- 888-404-7336
- Free phone & email consultations
- Offers project advice, product/material recommendations, & referrals



Build It Green™
Smart Solutions From The Ground Up
www.BuildItGreen.org

ASK AN EXPERT GREEN BUILDING HOTLINE

- Free Service
- Trusted Unbiased Information
- Project Specific Advice
- Product Recommendations & Sourcing
- Professional Referrals

Technical Assistance

Materials Database

■ Currently covers
9-County Bay Area

■ 600 retailers

■ 500 products





Bay Area
Build It Green[™]
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Alameda County Waste
Management Authority
& Recycling Board
www.stopwaste.org

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Bay Area
Build It Green[™]
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Building Materials Database

The Materials Database lists products, local suppliers and service providers that correspond with guidelines developed by the Alameda County Waste Management Authority.*

Searching the Database

There are three ways to search the Green Resource Database. Choose from one of the options shown below:

Search by Category

Choose a Category
Select Category... 



Search By Product

Enter the Name of a Product
Enter text [Search]

Search by Alameda County Green Measures

Construction Type 
Select Type...

To Learn more about Green Building Guidelines, [click here](#).

*Listing in this database should not be construed as a recommendation or endorsement by the Alameda County Waste Management Authority or the Alameda County Source Reduction and Recycling Board, which is providing the information as a public service to promote the use of sustainable building materials and reduce the amount of materials landfilled.

Technical Assistance

- Technical Assistance to Building Projects
(e.g. Berkeley's Best Builders Program)
- Program Development Assistance

Homeowner Workshops

- Green Building 101
- Green Home Systems
- Hiring & Working with Green Building Professionals
- Remodeling One Green Room at a Time

Professional Workshops

- Green Building 101: Home Inspectors and Planning Department staff
- Presentation / Study Session for City Council, Planning Commission, City Manager, and Department heads

Certified Green Building Professional Training

- Over 300 Certified Green Building Professionals
- 16-hour training program & exam
- Graduates listed on referral page on website
- Green Remodelor's Guild & Continuing Education
- Next training Oct. 22 & 29 in Contra Costa County



Consumer Marketing & Outreach

Green Home Tours

Alameda & Contra Costa:

- Over 1,700 participants
- 31 green showcase homes

Marin & Sonoma:

- Over 1,000 participants
- 17 green showcase homes



Consumer Marketing & Outreach

- Point Of Purchase (POP) displays (hardware stores, lumber yards, & permit counters)
- Green Materials Displays – Permit Centers
- Introductory Brochures - \$290 per 1000
- Home Ratings Program – Under Development



Public Agency Council

- Quarterly meetings to exchange ideas & resources with other public agencies
- Use of local gov't roadmap, PowerPoint presentations, fact sheets, case studies, articles, etc.
- Opportunities for collaboration with other BIG guilds/councils (e.g. Builders Council)

Build It Green Membership

■ Direct Benefits include:

- ❑ Public Agency name & direct link on BIG website
www.BuildItGreen.org
- ❑ Use of BIG logo (subject to guidelines)
- ❑ Reduced fees for BIG events
- ❑ Networking & Collaboration with other Professionals
- ❑ Eligible to serve on the Board of Directors
- ❑ Opportunity to participate in board selection

■ Public Agencies = \$100/year



Build It GreenTM

Smart Solutions From The Ground Up